

ABSTRACT OF THE DISCLOSURE

A rare earth metal-based permanent magnet has a film layer formed substantially of only a fine metal powder on a metal forming the surface of the magnet. The rare earth metal-based permanent magnet having the film layer on its surface is produced in the following manner: A rare earth metal-based permanent magnet and a fine metal powder forming material are placed into a treating vessel, where both of them are vibrated and/or agitated, whereby a film layer made of a fine metal powder produced from the fine metal powder producing material is formed on a metal forming the surface of the magnet. Thus, the formation of a corrosion-resistant film such as plated film can be achieved at a high thickness accuracy by forming an electrically conductive layer uniformly and firmly on the entire surface of the magnet without use of a third component such as a resin and a coupling agent.